

**"I never thought I'd  
like a light beer.**

**I never thought I'd  
like a 3 mg. cigarette."**



"Light beer? Forget it, I said. Until I tasted a light beer with flavor. Same story with those low low tars. Just a lot of hot air, I said. Until someone handed me SUMMIT. I smoked one. It had 3 mg. tar, but it had more than 3 mg. taste. I smoked another. It had enough flavor to hold me. Look at me now. I'm

drinking light beer. I'm smoking 3 mg. cigarettes. And I'm eating my words."

**Summit.  
3 mg. tar.  
For the way  
we live today.**



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